RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear John:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **120** skus of B2G1F Sleeve Display Kits (item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	4	12300-11226	1 (12M)	12300-11212
Light Box	8	12300-11926	4 (6M)	12300-11906
Ult Lt Box	4	12300-70326	2 (6M)	12300-70306

Product PO # 390A ***; Displays PO #*** 390B

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE: **1.6700**
SKU WT (w/o Product): **4.5000 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: 4 Full Price Cartons

EFT $ Amount: $4,949.77

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

51845 7927

Source: https://www.industrydocuments.ucsf.edu/docs/tymy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON **B2G1F** SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE **B1G1F** OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* 4 CARTONS:
2 WINSTON LT BOX
1 WINSTON FF BOX
1 WINSTON ULT LT BOX
EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$224.00 (8 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/tymy0000

WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0033
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163829	113558	BEVERAGE WAREHOUSE	E ALLEN ST	WINOOSKI	VT	05404	1				(802)655-2620
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1		2681-0000	2513	(802)893-6536
162301	162323	576895	ALBURG SHORT STOP 3	RTE_2	ALBURG	VT	05440	1		2681-0000	3499	(802)796-3360
162301	163829	113568	CAP 'N' CORK	BELWOOD SHOP.CTR.	COLCHESTER	VT	05446	1			2725	(802)658-2463
162301	163829	113608	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT	05454	1			2134	(802)849-6838
162301	163829	623828	MIDDLE ROAD MARKET	MIDDLE ROAD	MILTON	VT	05468	1				(802)893-4844
162301	163829	712790	K.L QUICK STOP	375 MAIN ST	WINOOSKI	VT	05404	1			2460	(802)655-3344
162301	162323	759709	CIOFFI'S CORNER STR	66 SOUTH MAIN	ST ALBANS	VT	05478	1				(802)524-3351
162301		789588	WIZARD'S DELI MART	31 W ALLEN ST	WINOOSKI	VT	05404	1				(802)655-8327
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200	349	(802)868-7843
162301	162323	343312	EXXON SHORT STOP	443 ROUTE 3	PLATTSBURGH	NY	12901	1		2681-0000	2778	(518)563-0043
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1		1657-0000		(802)655-4703
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1				(802)879-6388
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000	3724	(802)893-2573
162301	163829	615922	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	05404	1		1657-0000		(802)655-4336
162301	162323	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1		2681-0000	2443	(518)563-8756
162301	162323	664545	ALBURG EXXON SHORT	STOP	ALBURG	VT	05440	1		2681-0000		(802)796-4705
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1		2681-0000		(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1				(802)933-2153
162301	162323	727620	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	05478	1		1657-0000		(802)527-1128
162301	162323	760317	CHAMPLAIN FARMS #27	RR 2 BOX 255	SWANTON	VT	05488	1		1657-0000		(802)868-7790
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1			3617	(802)645-0069
162302	162325	771336	EAST ROAD VARIETY	1677 EAST RD	BENNINGTON	VT	05201	1				(802)447-7528
162302	162325	771337	MAGUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1				(802)442-8957
163801	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			9564466	(802)879-747
163801		113563	KAMPUS KITCHEN	273 COLCHESTER AV	BURLINGTON	VT	05401	1				(802)863-9105
163801	163829	289960	KORNER QUIK STOP	ROUTE 2	WILLISTON	VT	[illegible]	1			2328	(802)878-8927
163801		315948	PECK'S CHAMPLAIN FA	1041 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2714	(802)864-0157
163801	163829	759835	RICHMOND BEVERAGE	5 BRIDGE ST.	RICHMOND	VT	05477	1			2219	(802)434-3234
163801	163828	670403	FASTOP_EXXON	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000		(802)748-4000
163801	163828	683709	DAVE'S TEXACO	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000		(802)479-9897
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163801	163829	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)496-6580
163801	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163801	163829	740858	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163801	163829	760220	BALLARD'S STORE	P.O. BOX 2	HINESBURG	VT	05461	1			2217	(802)482-2070
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163801	163829	964662	WASHBURN SERVICENTE	HC 33 BOX 213	RICHMOND	VT	05477	1		2794-0200	2231	(802)434-3818
163801	163829	965513	BOURNE'S SERV. CTR.	760 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
163801	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163801	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363

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WHOLESALER . 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0033
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	3				(802)863-4792
163801	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163801	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7101
163801	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	4			2218	(802)879-6471
163801	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1			2099	(000)434-2332
163801	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	5			2355	(802)879-8951
163801	163828	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163801	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163801	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802)864-9638
163801	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802)863-9279
163801	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1			2994	(802)863-7161
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	5		2681-0000	2858	(802)660-8680
163801	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000	2511	(802)879-0223
163801	163829	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2448	(802)864-9654
163801	163828	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802)244-5062
163801		571864	CAPITAL TEXACO	108 STATE ST	MONTPELIER	VT	05602	1		1657-0000		(802)223-6817
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2449	(802)658-4635
163801	163829	587759	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	05401	1		1657-0000		(802)655-4703
163801	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1		1657-0000		(802)476-7695
163801	163828	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1		1657-0000		(802)244-8351
163801	163827	615925	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	05855	1		1657-0000		(802)766-2182
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	2		2681-0000	2378	(802)334-6835
163801	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	05452	1		1657-0000		(802)879-5232
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163801	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163802	163828	309215	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	05673	1		1657-0000		(802)496-3196
163802	163829	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3000	(802)775-7901
163802	163828	457115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163802	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163802	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETN	VT	05735	1			4110	(802)468-2900
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	2		2681-0000	3352	(802)773-6919
163802	163829	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	1				(603)542-2278
163802	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	1		1657-0000		(603)448-6965
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	1		2794-0200		(603)542-3080
163802	163828	742293	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	05032	1		1657-0000		(802)234-5376
163802	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163802	163828	755347	CHAMPLAIN FARMS #26	1 MAIN STREET	NORTHFIELD	VT	05663	1		1657-0000		(802)485-6000
163802		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939

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WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0033
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
163802		738966	LEICESTER GENERAL	RR 2 BOX 2256	BRANDON	VT	05733	1			4569		(802)247-4148
163803	163825	361537	ROUTE 9 SUNOCO	ROUTE 9	WILMINGTON	VT	05363	1					(802)464-3372
163803	163825	034514	GALANES SPORT	116 MAIN ST	BRATTLEBORO	VT	05301	1					(802)254-5677
163803	163825	114589	NORTHEND MKT	PUTNEY RD	BRATTLEBORO	VT	05301	1			3624		(802)254-9775
163803		623959	BRAT DISC BEVERAGE	ROUTE #9	BRATTLEBORO	VT	05301	1			3677		(802)254-4950
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1					(802)254-7397

PAGE BREAK TOTAL ACCOUNTS 91 TOTAL QUANTITY 106

TEMPLATE TOTAL ACCOUNTS 91 TOTAL QUANTITY 106

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WHOLESALER PACKING INSTRUCTIONS

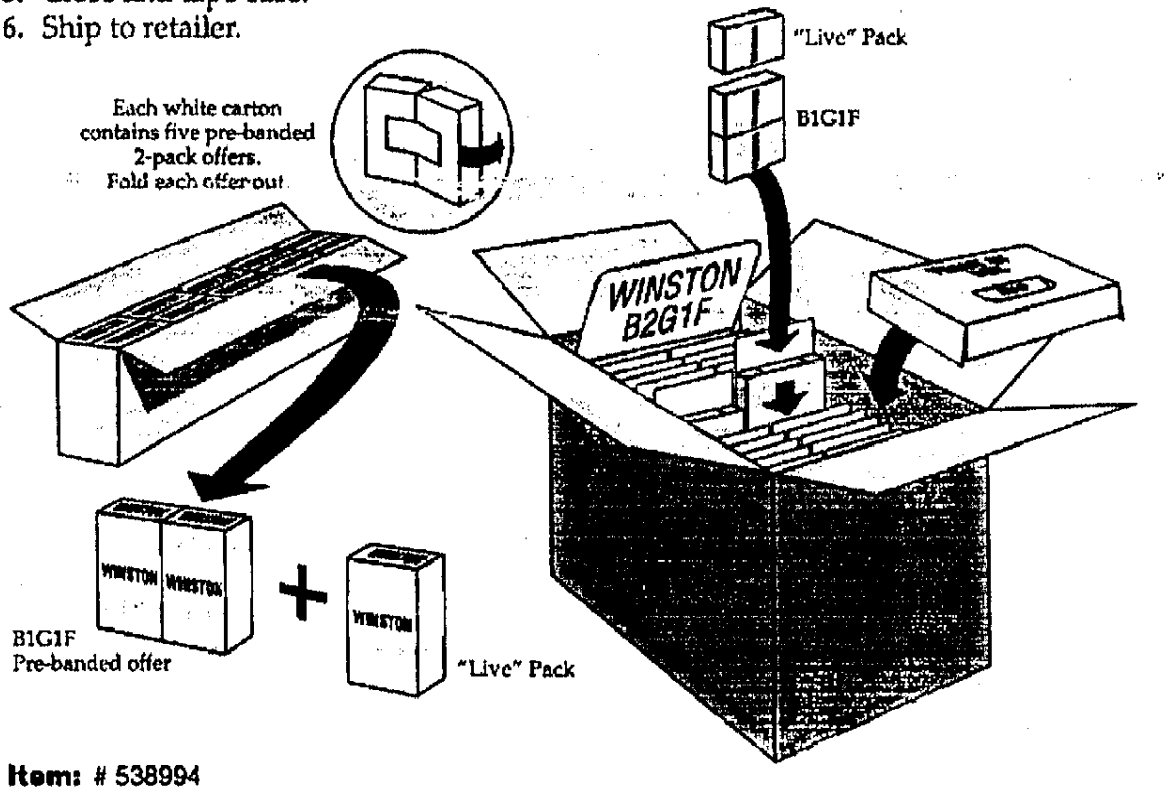
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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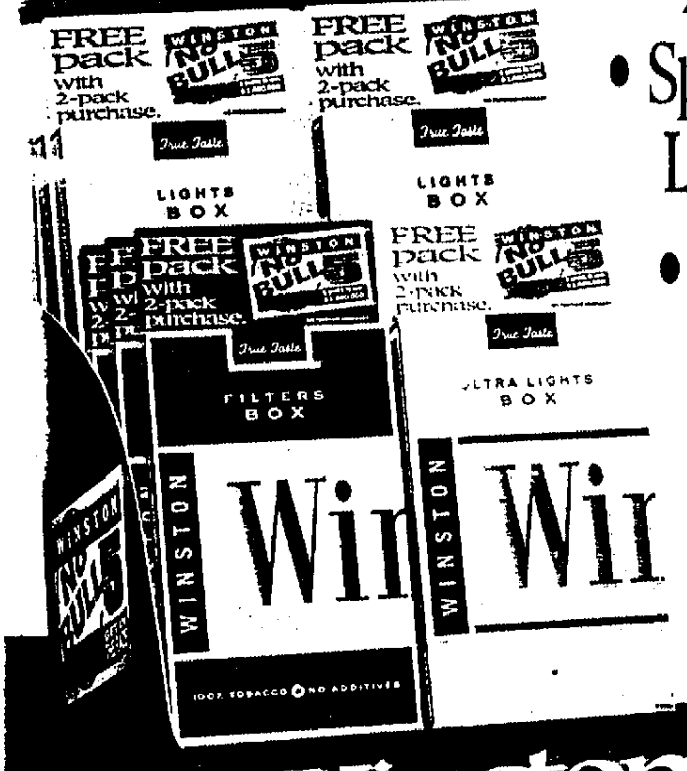
PTD IN USA

FREE pack with 2-pack purchase

Smoke this...

FREE pack with 2-pack purchase...



- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

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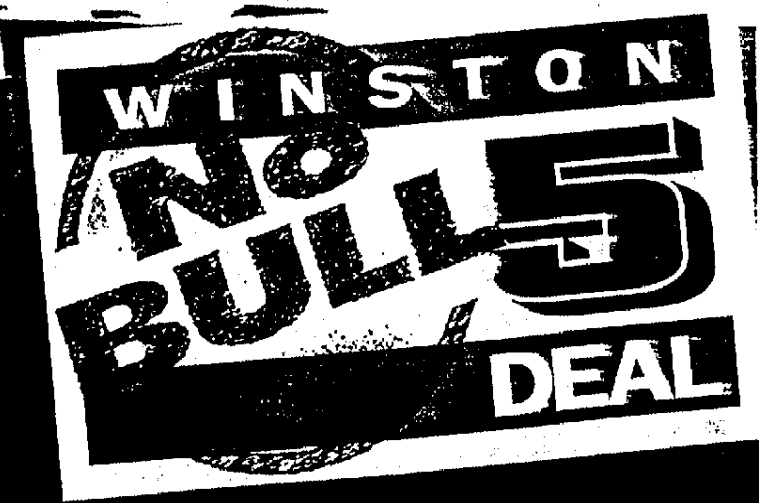
Winston



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RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8500 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4178
FAX (716) 634-3145

Attention Judy

February 3, 1998

RJR Account #315286
Mr. J. Mitiguy
DOWLINGS, INC.

MARCH: WINSTON B2G1F / PROMOTION #990115

Dear John:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 120 skus of B2G1F Sleeve Display Kits (item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	4	12300-11226	1 (12M)	12300-11212
Light Box	2	12300-11926	4 (6M)	12300-11906
Lit Lt Box	4	12300-70326	2 (6M)	12300-70306

Product PO # 390A ; *Displays PO #* 390B 8035-1297

Rich - Need PO*! Thanks, J

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : 1.6700
SKU WT (w/o Product): 4.5000 lbs
Retail Sales Offer per Sku: 20 Offers

Billing per Sku: 4 Full Price Cartons

EFT $ Amount: $4,949.77

PARTNERS 'BONUS' REPORTING DESCRIPTION "WIN MAR B2G1F"

VM 2/4/98

51845 7934

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-2-
B1G1F
DOWLINGS, INC.

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* **4 CARTONS:**
2 WINSTON LT BOX
1 WINSTON FF BOX
1 WINSTON ULT LT BOX
EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $224.00 (8 (12M) case(s) @ $28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

MARCAMEZ.DOC

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